

HASTINGS XX-TRA

JUNE, 1940

**Devoted to the Interests of All Gold Leaf Users and
of the Dealers and Sales People Who Serve Them**

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PACK 15, BOOK 2



HASTINGS GOLD LEAF BEAUTIFIES OUTDOOR BULLETINS

Many a "First National Bank" uses raised gold leaf letters on outdoor bulletins, but The First National Bank of Saint Paul have gone a few steps further. Their two 63-foot boards also use gold leaf as a background for the illustration of their building and for the two, side, cut-out panels on which the letters are blue with a white outline. General Outdoor Advertising Co., of Minneapolis, are justly proud of these well-designed boards, as is their client, The First National Bank of Saint Paul. Over 154 books of HASTINGS Gold Leaf were used on these boards.

WAR IN EUROPE AFFECTS PRICE OF IMPORTED LEAF

Before quoting on jobs that call for quantities of Composition or Aluminum Leaf, it is best to consult your dealer. Prices and available supplies of leaf are both uncertain, because of the war in Europe.

Before the war, the best source of Composition and Aluminum Leaf was Germany. When that market was almost completely closed, a fair amount of Aluminum Leaf was obtained from Japan, in addition to the small quantity that is made in America.

So far as we know, no Composition Leaf (Dutch Metal) is made in this country. We get a little from Japan and a limited quantity from Italy. The Italian leaf is of a good quality, fully equal to that formerly obtained from Germany.

However, since all Composition Leaf and Aluminum Leaf is scarce and prices are subject to change without notice, we urge you to contact your dealer *before* making quotations.

MOVING? MOVED? Send us your new address so that you will get your copy of the XX-TRA promptly. Thank you.



HASTINGS GOLD LEAF SOARS TO NEW HEIGHTS

When the Phoenix atop the Tower of the Sun at the Frisco Fair was placed in position, we were proud of the heights to which our product had ascended. But now comes news that the Dinty Moore Sign Co., Colorado Springs, Colorado, has exceeded all past records and established one that will last for many years, for Dinty Moore has used HASTINGS Gold Leaf to letter the locomotive and coach of The Manitou & Pike's Peak Railway—the highest scenic railway in the world. Picture shows the streamlined coach and locomotive, decorated inside and out by Dinty Moore, at the terminus of its run, 14,194 feet above sea level.

WANTED

Remember that we are always in the market for editorial material for the XX-TRA and that we pay one dollar for anything we use. If you have a snapshot of an unusual sign, whether it be truck, window or hanging sign, send it to us with a description of its details. If we think it will interest other readers and we publish it, we will send you one dollar to repay you for your initiative. When such a picture is published, your name is always printed in connection with it. Such publicity does you no harm and may bring you some unexpected business. The XX-TRA goes to stampers, bookbinders, libraries and other businesses that are prospects for sign work.

Wanted, too, are brief stories on salesmanship, based on true experiences such as how you sold a man on gold leaf although he wanted ordinary paint; or how you increased a window-lettering order by suggesting additional work such as valances, eye-level and door lettering. Amusing things are welcome, too, such as smart or silly signs you have seen. All contributions are acknowledged.

This is the 52nd Issue of
HASTINGS XX-TRA

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*Hastings & Co. was founded in 1820 by
 Dr. John Hastings and has continued for
 120 years in the control of the Hastings
 family.*

JOHN V. HASTINGS, JR.
 G. BRINTON THOMAS, JR.
 HENRY B. ROBB, JR.
 Partners

Pack 15

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Book 2

OLD-TIME ARTISANS

You hear a great deal of talk these days about the old-time artisans—those craftsmen whose skilled handiwork was as much a labor of love as of profit. Men like Benvenuto Cellini whose work in gold carving is supposed to be without equal today, although he had to work with the crude tools of the 16th century, are held up as examples of a lost race.

It is said that today's speed and machine-age methods as well as today's price-haggling have taken away the need, the incentive and the reward for skillful craftsmanship.

In my opinion, this talk is all poppy-cock. It is my belief that if a man is going to be a success at his trade today he must be a much better craftsman than the old masters. Why? I'll tell you.

In the first place, competition is keener. In the 16th century there was only one Cellini. He had the field to himself. Today, you are surrounded by competitors who are all striving to be masters of their art. If you're going to get any business you must equal or outshine the best of them unless you are content to take the profitless crumbs that fall from their tables.

In the second place, you must *know* a great deal more about a great many more things than did the old craftsmen. While they could make a living working with the limited tools and materials of their age, the modern artist must keep abreast of the rapid developments of science and engineering.

For proof of these statements you have only to go back a few years in the history of your own trade. Compare their problems with yours and your conclusion will be, "What a cinch those birds had!"

If you're successful at your trade today, take my word for it, you're a craftsman!

John V. Hastings Jr.

IT PAYS TO ADVERTISE

The sign man who has used good advertising and used it intelligently does not have to be told that it pays. *He knows!* But many sign men hesitate to advertise their businesses because they can't afford to employ professional help in the preparation of their advertising and are therefore afraid that an investment in their own idea of what will bring them business may be a failure.

We have an answer to this problem. Any sign man who wants good advertising can buy it from us at less than cost!

We know our sign-painter advertising helps are effective for three reasons:

- (1) They have been prepared by a leading advertising agency, using the best art, copy, plates, and printing that could be obtained.
- (2) They have been checked by our own field men who know the problems you fellows are up against and who have your viewpoint as well as the sign-buyer's viewpoint.
- (3) They have been tested in actual use and have produced profitable business, as proved by many re-orders from satisfied users.

Complete details and a free sample of any HASTINGS sign-painter help can be had simply by writing to the Editor of the XX-TRA. Meanwhile, look over the outline of available helps that follows and see if there isn't something that you can use right now to get more business for your shop:

Blotters—Three different blotters, envelope enclosure size, each printed in three brilliant colors. Each imprinted free with your name, address and 'phone. One blotter stresses truck lettering, one emphasizes window lettering and one advertises signs of all kinds. You can buy all you want at a cost of only three for a cent—scarcely the cost of blank blotting paper alone!

Postal Cards—A series of four Government postal cards, cleverly illustrated in colors. Each carries a strong urge to buy signs or window lettering and each provides a generous space for your imprint, which we do for you without charge. Entire cost is only 1/2 cent each, plus 1 cent each for the stamp. All you have to do is address them to your customers and prospects. Send one out every Monday for four weeks in a row and watch the business roll in.

Truck Lettering—An envelope enclosure of four pages, attractively illustrated in two colors, that tells an interesting story that's sure to convince truck owners to use gold leaf instead of cheap "decals" or paint. Order enough to send one to every worthwhile truck owner in your territory. The cost? A penny apiece—including your imprint.

Sign Renovating—For the business that has a sign that's in bad shape, there's nothing so convincing as the four-page envelope enclosure entitled "What Are Your Signs Saying?" It's designed to make prospects dissatisfied with old signs and anxious to have them repaired or replaced. One hundred of these folders, with your name, address and 'phone prominently printed right on the front, cost only 50 cents.

Yes, it pays to advertise, when you use good advertising. And it pays *double* when you can buy advertising material such as HASTINGS offers *at less than cost!* Don't say, "I must remember to do that." Stop right now, and ask for the samples you want or send us your order and check.



THE IMPORTANCE OF A GOOD, GOLD SIZING

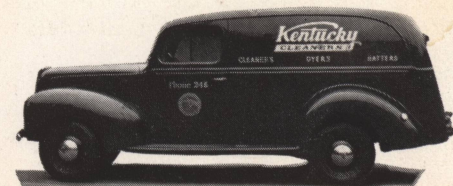
Second in importance only to the selection of the finest gold leaf (by HASTINGS, of course) is the choice of sizing, if you are determined to do only first-class work.

For 88 years, Heins products have been known to the trade as "tops" in sizing materials. Heins Premium Oil Gold Size and Metal Leaf Size are ready for use in 12 hours and under normal conditions will hold their "tack" for 24 to 48 hours. This product is popularly known as "slow size" and should be used wherever time permits. It makes possible a wonderful burnish.

For a "quick size" that's ready to use in as little as forty minutes, specify Heins Japan Gold Sizes, yellow or clear.

For a perfect burnish on picture frames, mouldings, etc., Heins "Gilders Delight" Size is a triple ground, natural color, clay size.

All these excellent Heins products are available from HASTINGS & Company.



LETTERED WITH HASTINGS XX GOLD LEAF

Wilbur Dawson, of Ohio Valley Sign and Advertising Co., Inc., says, "I read every issue of the XX-TRA and file it, for there is something valuable to the sign man in every copy. Realizing that if it were not for some contributions by the trade, it would not be possible to make the XX-TRA so interesting, I am enclosing a picture of one of our outstanding gold leaf jobs. Using HASTINGS XX Gold Leaf, we lettered this dark blue truck with a medium blue shade and white highlight."



CHANNEL LETTERS GILDED WITH HASTINGS

Here's a fine example of effective day-and-night store-front identification, created by G. C. Kern Adv. Sign Co., of St. Louis, Mo. The three-inch-deep channel letters are gilded with HASTINGS Gold Leaf to add to the reflective quality of the Neon tubing. The script "J" is six feet high with two-foot lower-case letters. The other letters are four feet high. An excellent example of how gold leaf can be used to step up the eye-appeal of metal and Neon letters.

OUR READERS WRITE

From our highly valued collection of unsolicited letters praising our products, we have selected the following comments for this issue:

"I have used your gold leaf for at least 18 years and find it to be the very best."—*Frederick W. Meyn, Pleasantville, N. Y.*

"Used some of your sales helps and sales increased 25 per cent."—*Commercial Sign Shop, Le Roy, N. Y.*

"Used your Very-Thin Silver Leaf last week—swell!!"—*Dave Keilbach, Glendale, L. I.*

"I am quite certain that if your sales helps are only one-tenth as good as the products you manufacture, I can predict a new high in new business. I have been using HASTINGS Gold Leaf for the past 50 years."—*Bubes Sign Co., Rochester, N. Y.*

"I have used HASTINGS Gold Leaf for many years and I've never been sorry once. Thank you for sending me regularly a copy of the HASTINGS XX-TRA. I like that personal touch. Not a great many manufacturers do that."—*Triangle Sign Service, Flagstaff, Ariz.*

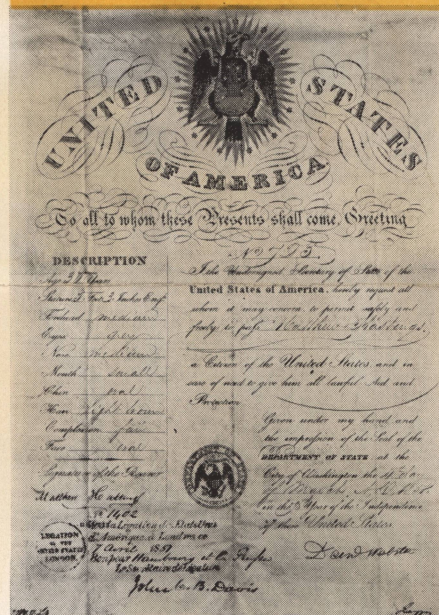
"I should like to say we have used HASTINGS Gold Leaf exclusively for more than 35 years and expect to use HASTINGS unto the end."—*Frank L. Greeley, Webster City, Iowa.*

"We wish to thank you for sending the XX-TRA to us. We read it from start to finish and have used HASTINGS leaf for 18 years."—*R. T. Huggins Sign Co., Hannibal, Mo.*

"I use HASTINGS Gold Leaf and have for 20 years, exclusively, for all work. No other will do."—*Harold W. Chamberlain, Alton, Ill.*

PASSPORT SIGNED BY DANIEL WEBSTER

Recently discovered among the effects of Matthew Hastings, brother of John Hastings, who founded this company in 1820 is this interesting old passport, issued in 1851 and signed by Daniel Webster who was then Secretary of State under President Fillmore. Notice that instead of the usual passport photo, a verbal description of the passport holder is given. It was in this year, 1851, that modern photography can be said to have had its real start with the development of the Collodian process.



PLATINUM LEAF RENEWS ANTIQUE CHAIRS

It was the custom of old-time cabinet makers to decorate the backs of chairs with elaborate designs. Sometimes they used cherubs but more often they chose beautiful floral designs which were usually executed in paint or, occasionally, gold leaf. Here are two antique chairs restored by Willard Chegwidden, of Sussex, New Jersey, on which the ancient design has been beautifully brought out and preserved for many more years to come with the use of Platinum Leaf, applied with "K and H" size. In certain sections of the country, this can be a very lucrative source of business for sign shops, qualified by experience or ability to do this sort of work.



JUST "DRIPPING" WITH GOLD LEAF!

When Approved Method Cleaner Laundry decided to go in for gold leaf signs, they did a thorough job of it, using 47 books on the raised letters and 14 books on the glass. As a result, they've achieved unmistakable store identification. This excellent, modern example of gold leaf work was conceived, sold and executed by Pacific Coast Sign Company, of Los Angeles, California, who are loyal users of HASTINGS Gold Leaf.

NEW CLUB MEMBERS

Not for several issues have we mentioned our mythical 30-year- and 50-year-user Club. Nevertheless, membership has continued to grow, with the following people writing in for nomination:

Last year, when the state of Washington was celebrating its Golden Jubilee, Mr. L. B. Messegee, of Olympia, Washington, was celebrating his 30th year as a HASTINGS Gold Leaf user. His wife writes as follows: "Your product has served him splendidly. It is with utter gratitude to you and your supreme workmanship that he is now asking to be admitted into The Mythical Thirty-Year Club." Elected—unanimously!

F. J. Hesler Signs, of Danville, Ill., writes: "Enjoy reading the XX-TRA very immensely. Have used your XX Gold Leaf for 25 years and found it the 'Zenith of Perfection' and so far as I know has no superiors and very few equals if any whatsoever." Thanks, but you're 5 years too soon.

Wm. M. Mosley, of Camden, N. J., whose unique business card is printed on both sides, started using HASTINGS Gold Leaf in 1879. He becomes a member of the 50-year-user Club with 11 years to spare!

From Millville, N. J., comes word that Clinton L. Souder has been using HASTINGS Gold Leaf for 40 years.

"I began using HASTINGS Gold Leaf 45 years ago," writes Alfred G. Eves, of Provo, Utah, "and am still using it. Have tried others but there's nothing like HASTINGS."

Down in Louisville, Ky., where Sanders Sign Company is the wide-awake shop, Mr. Theo. H. Sanders has been using HASTINGS Gold Leaf for 51 years and in all that time "would never use any other kind when HASTINGS was available."

Also from the South, comes a letter from 77-year-old A. B. Gaines, of Gaffney, S. C., who first used HASTINGS Gold Leaf in 1883 and has been using it ever since. He's elected to the 50's with years to spare.

Edward G. Wentling, of Cleveland, Ohio, is also heartily welcomed as a 30-year club member as is R. Y. Sibley, of Sheffield, Alabama, who has been using HASTINGS Gold Leaf for 40 years.

Last but not least is Wm. E. Eilken, of San Francisco, California, who encloses his check for sales promotion folders and says: "Have been using HASTINGS Gold Leaf for over 30 years."



WHAT'S WRONG WITH THIS PICTURE?

There's good display value in the overhead sign in which HASTINGS Gold Leaf has been used on the raised wood letters. There's an attractive valance, partially hidden, in this view, by the awning. But there's one thing missing—eye-level signs right at the corner of the window by the entrance! We have no doubt that R. D. Bigham of Bigham Sign Service, Columbus, Ohio, tried to sell eye-level signs when he did this job, for Mr. Bigham gives every evidence of being a progressive sign man. He has a good letterhead, he uses the HASTINGS sales aids for direct advertising and he advertises his business and HASTINGS Gold Leaf on the local radio station. This is the first instance we've had of a sign man using radio advertising. Has anyone else tried radio for sales promotion on a regular, sustained program of weekly or tri-weekly broadcasts?

GOLD DUST

We are indebted to Bowman Sign Company, Lakewood, Ohio, for two press clippings, in one of which it is stated that in India some native rajahs eat gold leaf on their ice cream, and in the other that more than six acres of gold leaf were used in gilding the shrines of the sacred city of Nikko, Japan.

Gold Beater Gus says he knows a sign man who found a new reason for using HASTINGS Gold Leaf. The fellow claims that whenever he uses some other leaf he's so nervous for fear his sign won't be up to standard that his hand shakes and he can't lay a good letter. Must be a lot of fellows like that.

Gold Cutter Bess says she'll never marry a window letterer. "How can a guy get ahead in this world," she asks, "when he spends so much of his time backing up?"

The myth about the search for the Golden Fleece wasn't all fairy-story. Fleeces used to be used to catch the fine gold dust in flumes and ditches in the ancient days of prospecting. In such cases, the fleece eventually came to be golden, indeed.

Have you ever heard the list of names for the past decades? Here they are, as best we can remember them: Gay Nineties, Naughty Oughties, Bloody Teens, Prosperous Twenties, Thread-bare Thirties. For the current decade we suggest Fortunate Forties—and may we be right!

Gold Beater Gus: "I suppose I'm just a little pebble in your life."

Gold Cutter Bess: "Well, why not be a little 'boulder'?"



A LONG WAY FROM "HOME"

Those of our readers who remember Stanley Goddard, who traveled for us for several years, will be interested to know that Mr. Goddard is still a HASTINGS Gold Leaf booster. He sent us this picture of an outdoor bulletin built by his Company, the City Sign Co., of Houston, Texas. The circle on this display is ten feet in diameter, gilded with HASTINGS Gold Leaf on a black smalts background. As Mr. Goddard says, "You will note, with pardonable pride, the reflective value of the gold leaf which stands out markedly from the other lettering which is in paint."